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Spotlight

ON FOREIGN MARKETING

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TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

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CURRENT SERIAL RECORDS



RADBOUD L. BEUKENKAMP

"Berk" Beukenkamp has been appointed Assistant to the Assistant Administrator for Export Programs with full time duties in market development.

He comes to FAS with extensive experience in agriculture and trade. Most recently, he was President of Industries AMF, a subsidiary of American Machine and Foundry Company in Mexico City. He was previously Agricultural Counselor for the Nether-

lands Embassy in Washington, D.C., Deputy Chairman for the Netherlands Financial and Trade Mission for Latin America, and Deputy General Manager for a large Dutch grain importing firm.

Mr. Beukenkamp was born in Holland and became a U.S. citizen in 1959. He has a PhD in agricultural economics and is a well-known writer and lecturer on economic matters. He speaks six languages - German, French, Spanish, Portuguese, Dutch, and English. He is married and the father of four children.

PLANNING AND ANALYSIS

An FAS Program Planning and Analysis Group, under direction of the Assistant Administrator for Export Programs, has been appointed to assist in the market development program. Its initial assignments, include the following:

1. Creating an effective system for reviewing and approving annual marketing plans.
2. An analysis and review of the capabilities of individual cooperators for supervising and managing their market development programs.

3. The creation of a world-wide marketing plan for U.S. agricultural products.

Ken Krogh, Deputy Assistant Administrator for Market Development, is Chairman. Berk Beukenkamp, the new Assistant to the Assistant Administrator for Export Programs, will be a full-time working member. The other members are Jim Howard, Director, Trade Projects Division, H. Reiter Webb, Jr., Chief, Analysis and Evaluation Branch, and Bob Ingram, Assistant Director, Foreign Market Information Division.

The group will call on commodity division personnel and others to become "ad hoc members" as necessary to round out its capabilities to deal effectively with the subjects assigned.

USE OF COOPERATOR REPORTS

During the seminar on reporting held last fall with cooperators and FAS personnel, two unanswered questions were raised. Following are those questions and the answers agreed to by FAS after consultation with the FAS-cooperator committee.

1. Should FAS release cooperators annual reports or other formal required reports to non-Government people without the cooperators consent?

Policy: FAS respects the fact that when cooperators submit annual progress reports, trip reports, fiscal reports, terminal reports and anything else clearly identified as a special report within the meaning of

Title 11, such reports are intended for internal government use. It is not the intention of FAS that they be released publicly. It should be understood, however, that we must furnish such material to the Office of the Inspector General, General Accounting Office or Congressional Committees upon request.

2. Some cooperators have prepared their annual narrative reports in a popular format and printed them for distribution to the general public. Is this appropriate?

Policy: FAS needs reports which cover cooperator activities in greater detail than would normally be contained in releases prepared for distribution to the public or industries concerned as a public relations document. Accordingly, cooperators should refrain from trying to write a dual purpose report and should make sure that their reporting responsibilities to FAS for complete and accurate coverage of project activities, accomplishments and problems is fully met. On the other hand, there is no objection whatsoever to preparing a public relations document for general circulation from the more detailed reports furnished to FAS as part of the formal reporting responsibility. Such documents may have considerable value in developing industry support for the foreign market development program.

Cooperators and attaches with market development items of interest to other cooperators and attaches are invited to send their contributions to SPOTLIGHT. Photos also will be welcomed.



U.S. STRIP SIRLOIN STEAKS are proving to be a big hit at Madrid's international trade fair. Shown examining some of these choice morsals are (Left to Right) one of the "cowgirl" waitresses at the Steak-house USA; Jerry Wanderstock, Professor

of Hotel Administration, Cornell University; Homer Andrew, President, John Clay & Co., representing the American beef industry; Clarence R. Eskildsen, FAS Associate Administrator; and Douglas Crawford, U.S. Agricultural Attache in Madrid.

OVERSEAS TRADE EXHIBITS

The Feria del Campo - Madrid's May 22-June 21 international trade fair - has a major U.S. exhibit fea-

turing American beef, dairy products, soybeans, feed grains, poultry, and tallow. Crowds have been so large that sections of the exhibit have had to be closed at intervals to avoid "traffic jams." The exhibit is sponsored by FAS in cooperation with the

American Meat Institute, U.S. Feed Grains Council, Soybean Council of America, National Renderers Association, Institute of American Poultry Industries, Dairy Society International, and Great Plains Wheat, Inc.

The 17th International Fair in Luxembourg May 27—June 6 had exhibits of U.S. poultry and rice. The Luxembourg event annually draws tradesmen from throughout the Common Market and the rest of Western Europe. Cooperating with FAS in the exhibit were the Rice Council for Market Development and the Institute of American Poultry Industries. The Grand Duke and Duchess of Luxembourg were among the visitors.

The April 10—May 10 International Livestock Show in Japan had major exhibits of U.S. feedstuffs and breeding animals. Many Japanese farmers and tradesmen attended. The U.S. Feed Grains Council, American Soybean Association, and National Renderers Association participated with FAS in the feedstuffs exhibits. Bulls and heifers of Aberdeen Angus, Hereford, and Jersey breeds were shown by representatives of the respective U.S. breed associations. The Landrace, Hampshire, and Yorkshire breeds of U.S. swine were also on display.

EMPHASIS ON TRADE CONTACTS

Special emphasis will be given to the trade at the U. S. exhibits of the ANUGA International Food Show,

Cologne, September 25-October 3, and the 36th Salon de l'Alimentation, Brussels, October 30-November 14.

Both the Cologne and Brussels exhibits will make available private trade areas to facilitate effective sales contacts with European tradesmen. The operation will be similar to methods followed at the U. S. processed foods exhibits held in U. S. Trade Centers abroad. The private trade areas will not be open to the public.

The adjoining U. S. exhibits will display and demonstrate agricultural products and commodities and foods prepared from them, for selling and sampling to the hundreds of thousands of visitors to the public areas.

The Grocery Manufacturers of America, Inc. is cooperating with FAS in planning and operating the trade exhibits.

ARTICLES OF INTEREST

"How Can the Advertising Dollar Work Harder?," Journal of Marketing, April, 1965.

"Increasing the Power of Research to Guide Advertising Decisions," Journal of Marketing, April, 1965.

"How GM Measures Ad Effectiveness," Printers' Ink, May 14, 1965.

BALANCE-OF-PAYMENTS

The more complete statement on agriculture and the balance-of-payments, mentioned on page 1 of the May SPOTLIGHT, will appear in the July issue of the ERS publication, "Foreign Agricultural Trade". Let us know if you would like a copy.

Martin Gerrity, Livestock and Meat Products Division, is slated to be going to Nairobi in August as attache, replacing Bill Hatch who will be coming in for an FAS/Washington assignment.

Marshall Fox, attache in Costa Rica, is transferring to IADS in Washington where he will be a country officer for Central American affairs.

William Davis, ERS economist, is going to Ankara as an assistant attache.

ATTACHE ASSIGNMENTS

Elmer Hallowell, beginning about July 20, will be the Attache in Tokyo. Burl Stugard, presently European Area Officer, will be taking Elmer's place as Deputy Assistant Administrator for Attaches.

Russ Strobel, for the past three years assistant attache in charge of the Tokyo Trade Center, is the new Director of the Dairy and Poultry Division. Norman Paulhus, who has been Acting Director, continues his duties as Chief, Foreign Marketing Branch, Dairy and Poultry Division.

Donna Lee Hersey, the first woman FAS has ever sent to Europe as an assistant attache, will be arriving at the Hague the last of this month to replace Hal Norton, who is returning for a FAS/Washington assignment.

Harold Koeller, recently attache in Copenhagen, will be the assistant attache in Paris instead of attache in Leopoldville as previously reported. He expects to arrive in Paris in July.

WHAT OTHERS ARE DOING

Andre Tawa, Soybean Council Director for the U.A.R., writes of the market development activities of India and Japan in his country.

The Tea Board of India has a Tea House in Cairo capable of serving 300 customers at a time. All blends of Indian tea are served including iced tea and tea ice cream. There is an information and demonstration counter, and exhibit area. Two mobile tea vans equipped with 16 mm. projectors show films on tea and demonstrate the correct method of preparing it.

JETRO, the Japan External Trade Organization, has a large Trade Center in Cairo, one of 13 throughout the world. The Center is financed by the Japanese Government and various industrial interests, and has the responsibility of developing trade with Africa, the Middle East, Cyprus and Greece. The activities of the Center include market research, organized publicity, and trade exhibitions of all types and sizes in the U.A.R. and adjacent countries.



HERE and THERE

An attache conference of the European U.S. agricultural attaches will be held in Dublin June 16-22. The agenda includes a 2-1/2 day session on market development and marketing plans.

June is Dairy Month took on an international flavor this year with participation by representatives of 10 foreign governments at a kick-off dinner in Washington for the annual dairy month promotion. Secretary of Agriculture Orville Freeman was the main speaker.

Australia will spend more than \$2.8 million in promoting and publicizing canned fruits in Great Britain this year. In making the announcement, the Australian High Commissioner stated that Australia now holds 40 percent of the British market for canned fruits, selling about 4 million cases valued at approximately \$28 million per year.

Fred Schneter is the new director for Wheat Associates in Manila. For the past year he has been the Wheat Associates director for Pakistan. Dr. D. D. Hill has been ably filling in at Manila since Eugene Vickers left to become the Washington Director for Great Plains Wheat, Inc.

Telefood magazine has issued a 1965 supplement devoted to fine foods and beverages from the U.S.A. Copies have been mailed to the U.S. offices of market development cooperators. Additional copies may be obtained from the International Trade Fairs Division, FAS, Washington, D.C.

George Warner has left Dairy Society International to accept a position as assistant to the executive director of the American Dry Milk Institute in Chicago.

The world cotton promotion and research plan has won the preliminary approval of 19 cotton-exporting countries and a number of importing countries. The action came at a meeting in Washington, May 17-19, in conjunction with the Plenary Meeting of the International Cotton Advisory Committee. The delegates unofficially agreed to contribute \$1 per bale on their cotton exports to provide a fund of over \$6.5 million for promotion and research. Matching funds would come from cotton textile industries in the importing countries.

A World's Fair, EXPO 67, will take place in Montreal, Canada, April 28-October 27, 1967. More than 60 nations are expected to participate. The exposition will cover about 1,000 acres on two islands in the St. Lawrence river opposite Montreal. A large world agricultural exhibit is planned with the title "Man the Provider," emphasizing the present world situation with respect to population and food.

A consumer marketing survey of the EEC and Great Britain, conducted by Reader's Digest, has information of interest to many cooperators. Findings are based on 12,500 personal interviews in seven countries, incorporating 140 marketing items and numerous attitude and opinion questions. The report includes a section on food products and cooking habits. Copies can be obtained by writing Reader's Digest Sales and Services, Inc., Advertising Division, 200 Park Avenue, New York, N.Y. 10017.

The House Committee appropriation hearings for FAS, including market development, were held in March and April, and the corresponding Senate Committee appropriations hearing was on June 3. The House Bill approves the full amount of FAS funds recommended by the President.

Ferenc Molnar, Executive Vice President, Soybean Council of America is opening an administrative office in Madrid.

The Florida Citrus Commission is conducting store demonstrations of frozen orange concentrate in test areas of the U.K. Three frozen food distributors are cooperating.

